

*Worn or Torn,  
Donate it All:  
Massachusetts Textile  
Recovery Campaign*  
Partnership with MassDEP,  
SMART & CTR

Program to launch in conjunction with

America Recycles Day

November 15, 2015

- ▶ Based on program conducted in New York State in 2014 in conjunction with NYSAR3 (New York State Association for Reduction, Reuse and Recycling)
- ▶ Winner of 2015 EPA Environmental Champion Award - Region 2
- ▶ MassDEP to fund production of materials as needed

# Components of the Program

- ▶ PR and Media Relations Toolkit
- ▶ Other Media Related Outreach
- ▶ Webinar for Recycling Coordinators on Media Outreach
- ▶ Targeted Events
- ▶ Operational Manual
- ▶ Tracking of Amounts Collected

# PR Toolkit Components

- ▶ News release “template” to be used in each local market
- ▶ “Talking points” to be used during local media interviews
- ▶ “Tip sheet” on how to get stories placed in the local media
- ▶ “Fact sheet” of pertinent textile recycling information
- ▶ Script for generic radio PSA
- ▶ Include links to all campaign social media sites in press kit items
- ▶ “Media advisory” to be used to promote local special events
- ▶ Common Practice statement about how for profit and non-profit companies work in the used clothing industry

# Webinar for Recycling Coordinators in Massachusetts

- ▶ Developed to help get media and local interest in textile recycling events
- ▶ SMART's Media Consultant, The Fallston Group, will develop and present a webinar to educate Mass DEP participants and recycling coordinators on media relations and use of the items in the toolkit

# Other PR and Media Items

- ▶ Press Release for Campaign Kick-off - America Recycles Day, November 15, 2015
- ▶ Op-ed article on behalf of the Commissioner of MassDEP on how the campaign raises awareness of textile recovery, recycling and Mass DEP's efforts to promote recycling throughout Massachusetts

# Operational Manual on How to Conduct Events

- ▶ One Day
- ▶ Ongoing
- ▶ Program at participating facility or school

# Online Directory of Drop-Off Locations

- ▶ Demonstration Of ReTrac Online Recycling Directory
- ▶ ***Recycling Beyond the Bin: Textiles to Tennis Balls***
- ▶ Seeking more textile donation sites (and other materials)
- ▶ MassDEP is directory administrator

# Municipal Grant Incentive

- ▶ Incentive for municipalities to participate in Campaign
- ▶ Participation (to be defined) = Bonus Point in Recycling Dividends Program
- ▶ Bonus point earns \$200 - \$6,000, tied to size of population served

# Municipal Partnership & Events - 2016

- ▶ Goals for Campaign
- ▶ Resolution in support of campaign from cities & towns
- ▶ 75% of cities and towns have textile recycling program by 2020?
- ▶ Ask for stakeholders to report amount collected from campaign efforts

# SMART Members Serving the Area

- ▶ American Fiber & Finishing
- ▶ Bay State Textiles, Inc.
- ▶ Big Hearted Books & Clothing
- ▶ CohenRags
- ▶ Cyclo/Recycle That
- ▶ EBCO Absorbents
- ▶ ERC Wiping Products, Inc.
- ▶ ErexCorp
- ▶ Micro Wire Products, Inc.
- ▶ New England Bailing Wire, Inc.
- ▶ Savers
- ▶ Textile Waste Supply Company
- ▶ TransAmericas Trading Company
- ▶ USAgain
- ▶ Windward Trading Group, Ltd.

# Additional Questions?

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## THANK YOU!